

The background of the slide features a close-up of vibrant green leaves with prominent veins, overlaid with a semi-transparent white rounded rectangle. Below the rectangle, the bottom of the slide shows a blue-green surface with white, concentric ripples, suggesting water.

Wetlands Public – Private Partnerships

A successful example in suburban
Philadelphia

Phil Dahlin, McNeil Consumer Healthcare

16 May 2006

About McNeil...

- Founded in 1879
- Johnson & Johnson in 1959
- World's #1 OTC Company
- Large umbrella of products




Flexeril[®] 5
cyclobenzaprine HCl
mg tablets

ONCE-DAILY
CONCERTA[®] II
(methylphenidate HCl) Extended-release
tablets 18 mg, 27 mg, 36 mg, 54 mg
Results you can see for ADHD.

About Ft. Washington...

- Campus established 1960
- 112 acres in suburban Philadelphia
- Includes multiple HQ offices, mfr., R&D
- Located in Wissahickon watershed





McNeil's Environmental Outreach Programs

Central focus: Watershed preservation through engagement and naturalization

- Off-campus activities
 - Wissahickon Valley Watershed Assoc. (WVWA)
 - Stream cleanup
 - Open space preservation walk sponsor
 - Whitemarsh Township
 - Naturalization of park and township office property
- On campus
 - Naturalization of property and stormwater conveyances



Beginning of McNeil's Wetlands Project

- Began in 1999 with planning for Rt. 309 Corridor Improvements
- PennDOT needed land to create mitigation areas
 - Approximately 60 locations initially evaluated
 - State-owned lands eliminated from considerations after PennDOT was directed to seek private lands to build on
- McNeil had 9.5 acre fallow parcel available adjacent to project area and in same watershed

Creation of Partnership

- At same time, McNeil was working with WVWA on impacts from decommissioning of wastewater treatment plant
- Realization that McNeil property could be used for wetlands mitigation to offset reduced flow impacts in Sandy Run



Partnership Continued

- McNeil property qualified and selected as one of three mitigation sites
- McNeil and PennDOT entered into legal agreement
 - Agreement structured as construction easement
 - Property reverts to McNeil following closure of mitigation monitoring period
- Final design calls for 1.2Ac of cells and 3Ac of enhancement, revegetation and elimination of invasive species





Hurdles to Realization

- Part of area identified for mitigation excluded due to previous classification as wetland area
- Challenges of land transfer legalities
 - Bringing together multiple legal departments
 - Structuring deal – many options (sale, lease, easement)
 - Construction easement was conveyance decided to best fit project
 - Legal wrangling represented 2.5 yrs of project timeline

Other Challenges

- Coordinating multiple agency actions
 - Unlike most environmental projects, many more agencies involved in wetlands projects
 - At least 8 regulatory departments involved in McNeil project





Benefits of Project

- Rt. 309 wetland mitigation sites will provide:
 - Much needed flood storage capacity and better base flow
 - Better water quality through bank stabilization
 - Lowers water temp
 - Reduces sediment loading
 - Improved wildlife habitat and plant biodiversity
 - Opportunity for employee and resident environmental education / awareness



Wetlands Project Learnings

- Important to have strong, experienced project engineer leading process
- Communicate openly and often
 - Frequent field visits help people involved visualize design and identify changes in design that need to be made
 - Make sure input of land owners is obtained
- Have realistic time frame
 - Legal proceedings and permitting timelines can be lengthy



Wetlands Learnings Continued

- If associated with a transportation project, separate contract for wetlands from road construction if possible
 - If resources are constrained, road construction will win out over wetlands mitigation and delay project
- Ensure good quality controls on construction
 - Project delays were encountered due to errors in finished elevations of discharge structures and required rework



Public Private Wetlands Partnerships

- Conclusion
 - Private landowners can be a good source for accommodating mitigation projects
 - Helps community to preserve land that may have been developed in future
 - Helps landowners to receive recognition for helping environment
 - NGOs can be very helpful in bridging gap between private and public entities
 - Public – Private partnerships can work!